



FEB 10 REC'D



DM-11-G

February 1, 1993

COPIED TO:

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Winston-Salem, N.C. 27102

TO ALL DIVISION MANAGERS

SUBJECT: WINSTON Select "Smooth Taste Challenge"

In response to your requests, beginning in March, WINSTON Select is inviting adult Marlboro smokers to "Take the Smooth Taste Challenge" and compare WINSTON Select to Marlboro. A direct pack comparison of Select and Marlboro king size is intended to communicate Select's appeal to Marlboro smokers.

The "Smooth Taste Challenge" will be supported in both work plan point-of-sale at retail and magazine advertising nationally. The magazine advertising will also include a B1G1F coupon offer intended to give competitive smokers a reason to try Select.

Allocations have been established based on your work plan POS menu (Function 555) and will be drop shipped to the indicated shipping points with the CAMEL Special Lights introductory POS.

Retail placement of the "Smooth Taste Challenge" point-of-sale is obviously critical to keeping the pressure on WINSTON Select trial in 1993. Equally important is building a consumer awareness on CAMEL Special Lights as both play a role in achieving our full price objectives this year. Consistent with the CAMEL Special Lights introductory retail strategies POS emphasis should be implemented as follows:

- In CAMEL priority outlets, CAMEL Special Lights POS should receive primary positioning per ICAP Guidelines with secondary support going to the second priority brand.
- In WINSTON priority outlets, the "Smooth Taste Challenge" POS should receive primary positioning with CAMEL Special Lights receiving secondary positioning per ICAP Guidelines to ensure major presence for the brand introduction.

POS will be drop shipped the week of 3/8/93.

Program Contact: Bill Duffy - Ext. 5776

(OVER)

"We work for smokers."

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WINSTON "Smooth Taste Challenge" POS

<u>Item</u>	<u>Commodity #</u>
24" Pkg Merch Card	393659
19" Canopy Card	393626
19" Canopy Transp	393637
Small Side Card	393648
16" Pkg Merch Card	393681
Large PPD Card	393593
Small PPD Card	393582
24" Pkg Merch Transp	393670
11-Col Slide By Card	393615
7-Col Slide By Card	393604
16" Pkg Merch Transp	393813
7-11 Display Strip	393736
OPM Insert Transp	394165
OPM 20-Column Transp	394143
28" Canopy Transp	394176
Shelf Strip	394209
HV Side Card	394187
LV Side Card	394198
OPM 8-Column Transp	394154
Top Transparency	393725
Rect D/F III Transp	394253
24" Enhanced Canopy	394231
Small Disp Channel Str	394352
Large Paster	394286
36" Enhanced Canopy	394242
Non Self Service Sign	394275
Flex Side Transp	394220
Hori D/F III Transp	394264
6-Sided Centralized CD	394341
36" Enh Canopy Card	395793
24" Enh Canopy Card	395804
28" Canopy Card	395815

RIP "Smooth Taste Challenge" POS

<u>Item</u>	<u>Commodity #</u>
24" Pkg Merch Card	393769
7-11 Disp Strip	393780
Small PPD Card	393747
Large PPD Card	393758
20 Column Transp	394297
Shelf Strip	394308
Large Paster	394319
Small Paster	394330

R. J. REYNOLDS TOBACCO COMPANY

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